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Albertans Climate Change

What We Heard



ALBERTANS CLIMATE CHANGE

Albertans & Climate Change: What We Heard

In May 2002, the Government of Alberta released a draft Plan for Action proposing an Alberta approach to address the issue of climate change and reduce greenhouse gas emissions.

In order to ensure that Alberta's climate change action plan reflected the opinions of all Albertans, during the Fall of 2002 the Government of Alberta invited Albertans and stakeholders to provide input and help develop the government's action-oriented implementation plan for Alberta.

Banister Research & Consulting Inc. facilitated the internet-based public consultation process, which revolved around the recommendations and actions outlined in the Government of Alberta's draft plan – *Albertans & Climate Change: A Plan for Action*, and in particular, on how the actions outlined in the plan should be implemented.

In addition to the public process, a number of targeted consultation sessions with industrial, agricultural, municipal and environmental stakeholders were facilitated by IPSOS Reid to confirm the specific actions and commitment each group will take to meet specific emission reduction targets within certain timeframes.

Both public and targeted consultations provided meaningful feedback about Alberta's Plan for Action, and recommendations solicited through both consultation processes have been incorporated into Alberta's final implementation plan to meet Alberta's greenhouse gas emissions reduction targets, *Albertans & Climate Change: Taking Action*.

The attached reports summarize "What We Heard" in both consultation processes.

October 2002

Banister Research & Consulting Inc.

October 16, 2002

Honourable Lorne Taylor
Minister of Environment
Government of Alberta
Room 423 Legislature Building
10800 - 97 Avenue
Edmonton, AB T5K 2B6

Dear Minister Taylor:

RE: Albertans and Climate Change: Public Consultation Survey

Banister Research is pleased to submit the attached report, which summarizes the results of the public consultation web-based survey on the *Albertans & Climate Change: A Plan for Action.* The comments provide insight into the views and expectations of the many Albertans who participated in the study.

Thank you for the opportunity to be of service on this important initiative.

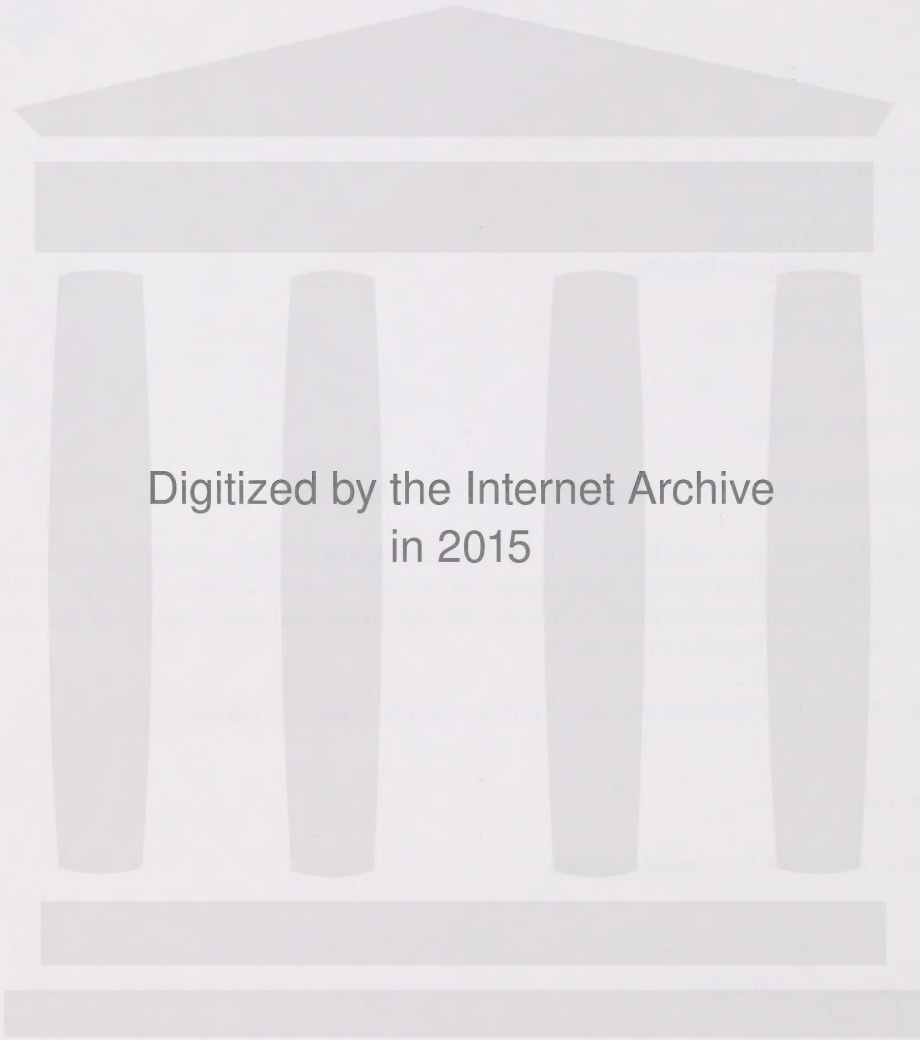
Yours truly,

Banister Research & Consulting Inc.
Per:

Linda Banister

Linda Banister, FCMC
Principal

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Appendix A - Survey Instrument

1.0 Introduction

In May 2002, the Alberta government released its draft climate change strategy, *Albertans & Climate Change: A Plan for Action*. The plan provides details on the goals, timelines and actions Albertans can take to address the possible effects of climate change. It is designed to provide a practical alternative to the Kyoto Protocol.

As part of the comprehensive consultation process which will be used to finalize Alberta's action plan, a web-based survey targeted to Albertans was undertaken. The purpose of the survey was to understand the opinions of Albertans regarding the issues of climate change and the actions which must be taken to address these issues. Specifically, respondents provided their opinions on specific topics addressed in *Albertans & Climate Change: A Plan for Action*, including:

1. To assess the core principles designed to assist the province in reducing its greenhouse gas emissions, while addressing economic risks and realities for Alberta consumers, business and industry.
2. To evaluate the actions required for Alberta to reduce emissions while maintaining economic prosperity.
3. To understand Albertan's perceptions on the Government of Alberta's role in addressing climate change as a leader, partner, facilitator and innovator.
4. To comment on the Government of Alberta's investment in technology and innovation regarding the reduction in greenhouse gases.
5. To obtain feedback on additional ways Albertan's can contribute to energy conservation and energy efficiency.
6. To understand Albertan's perceptions on plans to develop, enhance and promote environmentally sustainable agriculture and forestry practices which will contribute to the reductions in atmospheric greenhouse gas concentrations.

Banister Research & Consulting Inc. was retained by Alberta Environment to analyze the findings from the survey and prepare this summary report.

2.0 Research Methodology

All components of the project were designed and executed in close consultation with Alberta Environment. At the outset of the project, all background information relevant to the study was identified and subsequently reviewed by Banister Research. The consulting team completely familiarized itself with the objectives of the client ensuring a full understanding of the issues and concerns to be addressed in the project. The result of this task was an agreement on the research methodology, a detailed work plan and project initiation.

Banister Research was not responsible for the development of the survey instrument nor the posting of the survey on the Alberta Environment web site. All survey data was provided to Banister Research, in an Excel spreadsheet, on a daily basis. Data was amalgamated and coded into appropriate coding categories. The survey was posted on the web site from September 13 to October 4, 2002 and a total of 268 surveys were returned in the study timeframe.

3.0 Study Findings

The study findings are reported in the following sections:

- How informed Albertans are on the issue of climate change.
- Additional core principles.
- Taking action - emissions reductions.
- Government leadership.
- Technology and innovation.
- Energy conservation.
- Storing carbon in agricultural and forestry sinks.
- General comments.
- Respondent characteristics.

3.1 How Informed Albertans are on the Issue of Climate Change

Survey respondents were asked how informed they felt on the issue of climate change. Over half (52%) of respondents felt they were very well informed on the issue, 40% felt somewhat informed, 5% felt not at all informed and 3% didn't know.

Respondents were asked how much they had read of each of four documents regarding Alberta's plans for addressing climate change. Overall, survey respondents had read a reasonable portion of each document, with specific results as follows:

a) Albertans & Climate Change: A Plan for Action

46%	Read all or most of the document
30%	Read some parts of the document
22%	Have not read the document
2%	Don't know/Not stated

b) Albertans & Climate Change: An Assessment of the Economic Impacts of Kyoto

34%	Read all or most of the document
31%	Read some parts of the document
31%	Have not read the document
4%	Don't know/Not stated

c) Albertans & Climate Change: A Strategy for Managing Environmental and Economic Risks

29%	Read all or most of the document
29%	Read some parts of the document
37%	Have not read the document
5%	Don't know/Not stated

d) Albertans & Climate Change: A Summary of Actions to Date

30%	Read all or most of the document
28%	Read some parts of the document
35%	Have not read the document
7%	Don't know/Not stated

3.2 Additional Core Principles

Alberta's plan for action is designed to assist the province in reducing its greenhouse gas emissions, while addressing economic risks and realities for Alberta consumers, business and industry based on a series of core principles. Overall, the Alberta government outlined the following principles to guide the development of the climate change approach:

- Informed consultation with key stakeholders and the public.
- Ensuring all actions taken are compatible with the U.S. in order to maintain a competitive economic advantage.
- Immediate investment in emissions control technology.
- On-going investment in technology and energy research.
- Continued focus on energy conservation and efficiency.
- Working with other provinces and territories to develop a national plan of action that is in Canada's best environmental and economic interests.
- Ensuring that all Albertans are part of the provincial climate change solution.

Respondents were asked if there were any additional core principles the Government of Alberta should consider as it moves forward with its plan of action. The following principles were identified:

- More responsibility for the environment must be taken by all parties (individuals, community, businesses, government).

- More research is required on the sources and types of emissions and their effects on the environment.
- More support (tax breaks, allowances, incentives) should be provided to those stakeholders (individuals, businesses, communities) that make efforts to reduce emissions and preserve the environment.
- There is a need to seriously consider the social and economic impacts any plan will have on Albertans.
- There is a need for more public awareness campaigns in schools, on TV, radio, etc. to raise awareness of environmental issues.
- Greater investment should be made in research and development overall regarding environmental impacts.
- Must consult with professionals and other governments locally, provincially, federally and globally to get their input on environmental issues.
- The Alberta plan looks good.
- Penalize (tax / fine) stakeholders (business, individuals) that negatively contribute to emission levels.

3.3 Taking Action - Emissions Reductions

Alberta's plan sets a target based on emissions intensity, or emissions relative to GDP. An emissions intensity-based target allows Alberta to focus on its objective of reducing emissions while maintaining its economic prosperity. The goal is to reduce greenhouse gas emissions intensity by 50 percent by the year 2020.

Respondents were asked how Alberta can track its progress in working towards its emissions reductions targets. Respondents proposed the following suggestions:

- Have an independent or third party agency monitor and track a company's progress in reducing emissions.
- Implement monitoring systems that are similar to what is already in place provincially and globally.
- Adopt strategies to reduce industrial and individual emissions.
- Set tight standards and put systems in place to have individuals and businesses adopt them.

- By sticking to the world agreement and changing the goals to meet targets by 2010, progress will be benchmarked against other provinces, territories and countries.
- Change focus from emission intensity to the absolute amount of emissions.
- Financially penalize companies that do not comply with the proposed targets.
- Have companies submit a bi-annual report of what strategies they have used to reduce emissions.
- Develop closer linkages between the scientific community and industry to monitor emission reductions.

Respondents were also asked if there are any additional approaches Alberta can take to help it achieve its goal of reducing emissions while maintaining economic prosperity. Respondents provided the following additional approaches:

- Invest more in research and development for alternative energy sources and clean technologies.
- Provide more support (tax breaks, allowances, incentives) to stakeholders (individuals, businesses, communities) that make efforts to reduce emissions and preserve the environment.
- Need to promote alternative modes of transportation for individuals and industry.
- Penalize through taxes and fines, individuals and businesses that negatively contribute to emission levels.
- Conduct further research on what impact the Kyoto Protocol and the *Alberta Plan for Action* will have on the Alberta economy.
- Provide more information to the public regarding emission controls.
- Increase funding to cities to promote a longer, more sustainable planning process to combat urban sprawl (revive the inner cities).
- Set provincial standards requiring improvement in fuel economy and emissions from now until 2012 (eg. emission checks on vehicles over 10 years old).
- Move to create an economy not as contingent on emission-producing industry. Refocus our economy on industries that are equally prosperous but that are not as detrimental to the environment or the health of Albertans.

- Encourage industry to utilize waste reducing technologies if they are available and economically feasible.
- Diversify the economy to reduce reliance on the U.S. and increase Alberta's independence in the world market.
- No additional approaches need to be taken by the Government.

Respondents were asked if there were actions that they personally would be willing to take to assist in reducing greenhouse gas emissions in Alberta. Respondents provided the following additional suggestions.

- Make modifications to the home and change personal habits to decrease energy consumption and waste.
- Utilize alternative modes of transportation.
- Make modifications to or change vehicles in order to reduce emissions.
- Would pay more for fuel if different refining or alcohol additives were used to reduce N20 emissions.
- Recycle, reuse, reduce and compost more.
- Promote the use and promotion of alternate energy forms through business.
- Buy local, organic food.
- Would be willing to pay more taxes.
- Reduce tillage and rotational cattle grazing and maintain more foliage.
- Willing to risk job loss to clean up the environment.
- Take on a lower standard of living (Unspecified).
- Willing to donate money to a green campaign.

3.4 Government Leadership

The Government of Alberta's role in addressing climate change is to be a leader, a partner, a facilitator and an innovator. Not only will the Government of Alberta provide leadership and direction to private sector organizations as they move towards significant emissions reductions, it will also lead by example through the adoption of innovative energy efficient practices and technologies that significantly reduce the environmental footprint of government operations.

The *Plan for Action* outlines some steps the Government of Alberta will take to assist specific economic sectors in achieving significant emissions reductions. Respondents were asked to suggest additional steps the Government of Alberta should take to achieve emission reductions. Respondents proposed the following steps:

- Need to implement more strict regulations regarding automobile emissions.
- Invest in the research and development of alternative fuel technologies.
- Work harder to achieve emission reductions in a shorter time frame.
- No additional steps are required by the Government.
- Provide tax incentives for clean energy users.
- Promote alternative modes of transportation.
- Develop a monitoring system for emissions control with business and individuals (eg. periodic inspections).
- Develop a stronger public awareness media campaign.
- Facilitate and negotiate agreements with activist groups and specific economic sectors, including electric, oil and gas, transportation, forestry, municipalities and other industries to gain commitment for an action plan on reducing greenhouse emissions.
- Constrain the development of industries that have the likelihood to negatively impact the environment.
- The Government should lead by example (e.g. have more green programs in place at the legislature, use more efficient vehicles).

An emissions trading system may assist industry in achieving specific emissions reductions. Respondents were asked whether Albertans should rely on emissions trading to meet overall or sectoral targets, compared to other options (e.g. energy conservation, lower emitting technologies). Respondents provided the following comments:

- Alberta should not rely on emissions trading and should work to meet their goals without emission trading.
- Need to rely on emissions trading to achieve a balance between industries.
- Alberta should rely very little on emissions trading.
- Need to conserve all energy resources and reduce emissions overall.
- Need to develop and encourage initiatives in the production of cleaner technologies.
- Each sector of economy should do it's own part to reduce gas emissions in conjunction with individual communities.
- Alberta should not have to buy credits since it contributes such a large portion of money for the country.
- Develop a nuclear power industry within the province, which will result in lower pollution and reduced emissions.

The Alberta government is continuing to set an example for others by demonstrating a range of cost-effective actions. The *Albertans & Climate Change: A Plan for Action* outlines steps the Government of Alberta will take to reduce emissions from its own operations. These include the following:

- Reduce emissions related to government activities and facilities by 2005.
- Support programs for energy retrofits in government facilities.
- Purchase hybrid vehicles for the government fleet.
- Move to the use of more green power for government facilities.
- Establish an "innovation fund" for leadership in reducing emissions within government.

Respondents were asked if there were additional steps the Government of Alberta should take to reduce emissions. The following suggestions were provided:

- Government needs to lead by example by implementing energy efficient alternatives into government workspaces, vehicles, etc.
- Continue with the strategies outlined in *Alberta's Plan for Action*.
- More strongly promote alternative modes of transportation and the increased use of telecommunication activities (e.g. telecommuting, video meetings).
- Provide more tax breaks to stakeholders (individuals / businesses / communities) which make efforts to reduce emissions and preserve the environment.
- Government needs to invest in and promote research into alternative environmentally friendly technologies.
- Need to penalize (tax, fine) individuals and businesses that negatively contribute to emission levels.
- Alberta's Plan of Action is too weak and requires more detail on specific strategies.
- A severe cutback on the use of fossil fuel is needed.

3.5 Technology and Innovation

The Government of Alberta is supporting strategic research related to energy research and development that reduces the costs and environmental footprint associated with energy production, distribution and use in Alberta. Through these investments, the aim is to make the province a world-class energy research centre.

Respondents were asked how Alberta can most effectively support investment in new technologies related to greenhouse gas emission reduction and carbon capture and storage. The following suggestions were provided.

- Provide incentives to businesses that invest in environmentally-friendly technologies.
- Penalize (tax, fine) companies that use polluting technologies.
- Forget carbon capture and focus on strategies to reduce gas emissions.

- Use fines & increased taxes gained from polluting industries towards research and development activities.
- Stop subsidizing the oil & gas industry.
- Form partnerships with other countries to ratify the problem.
- The Alberta government should lead by example (Unspecified).
- Conduct further research into carbon sinks and their impact on the environment, people and animals.
- Educate large companies in the long-term benefits of investing in research and development companies.
- Improve public transportation to reduce the number and use of private vehicles.
- Legislate companies to invest in environmentally friendly research and development activities.
- Use monies generated from gambling for research and development.

Respondents were asked whether the Government of Alberta should identify a dedicated revenue source for investments in technology and energy conservation. A small majority of respondents felt that the government should identify a dedicated revenue source. The following specific suggestions were provided:

- Use taxes gained from energy sector (oil, gas, fossil fuels).
- Use a portion of the Heritage Fund towards investments in technology and energy conservation.
- Fine or tax companies that violate emission reductions.
- Use general tax revenue.
- Implement a tax on new vehicles.

3.6 Energy Conservation

Energy conservation and improved energy efficiency are key means by which Albertans can begin breaking the link between economic prosperity and emissions growth. The Alberta government will work in partnership with other Alberta organizations and in dialogue with stakeholders to facilitate further action on energy conservation. As identified in the *Albertans & Climate Change: A Plan for Action*, the Alberta government's approach to energy conservation will focus on the following four elements:

- Facilitating access to electricity generated from a diversity of energy sources and energy conservation alternatives.
- Demonstrating leadership and reducing operating costs by promoting and implementing energy efficient options for government operations.
- Creating awareness and choices for the adoption of energy conservation opportunities by Albertans.
- Encouraging innovation through demonstration or by encouraging action.

Respondents were asked to suggest additional energy conservation policies and programs. The following suggestions were provided:

- More support (tax breaks, allowances) to those stakeholders (individuals, businesses, communities) that make efforts to reduce emissions and help preserve the environment.
- Stronger promotion of alternative modes of transportation or more use of public transportation.
- Penalize (tax, fine) individuals and businesses that negatively contribute to emission levels.
- Need to develop and promote more environmentally-friendly technologies.
- Develop stronger public advertising and awareness programs.
- Control and regulate vehicle emissions through testing and the ban of high pollutant engines.
- Individuals and businesses must cut back on consumption of all energy sources.
- Encourage recycling and develop improved recycling facilities.

- I agree with all energy conservation policies and programs outlined in the Alberta Plan.
- Investigate best practices - the Alberta Government should check what other countries are doing to curb emissions.
- Need mandatory emission checks for all vehicles on the road.

Respondents were also asked what types of energy conservation actions they would personally be willing to take. The following responses were provided.

- Reduce car use and use public transportation more.
- Purchase more fuel-efficient vehicles.
- Reduce energy usage / practice general energy conservation.
- Utilize cleaner and more environmentally friendly heating and power sources.
- Reduce consumables and waste.
- Would be willing to pay for more energy-efficient products and services.
- Would not be willing to take any additional energy conservation actions.
- Actions would depend on whether there was a personal financial benefit (tax credits and reduction of property taxes).
- Would be willing to recycle more.

3.7 Storing Carbon in Agricultural and Forestry Sinks

Alberta has significant potential for sequestering carbon through its agricultural and forestry sinks. Alberta's plan aims to develop, enhance and promote environmentally sustainable agriculture and forestry practices across Alberta that make meaningful longer-term contributions to reducing atmospheric greenhouse gas concentrations. Respondents were asked if there were any other steps, studies or research Alberta should undertake as a means to further explore the use of agricultural and forestry sinks. Respondent suggestions were as follows:

- Sinks merely replace part of what is being removed from the atmosphere and it really is a short-term solution.

- There should be more focus on sustainable development in the agricultural and forestry industries such as organic farming and reforestation.
- Sinks should not be used as a means of avoiding reduction of emissions.
- No other steps should be undertaken by Albertans.
- Need to identify and target blocks of mature forest and wetlands that need to be left untouched and set aside for tourist attractions.
- Need more education and financial incentives to develop alternatives to deforestation for the building and textile industries.
- Need more research to determine if carbon sinks provide an adequate long-term solution.
- Must reduce deforestation by industry (oil / gas / coal / mining) and force them to reforest that which is disrupted.
- More research should be done to confirm the amounts of carbon that is tied up annually in agricultural crop production.

3.8 General Comments

Respondents were asked, as a private citizen, how much they would be willing to pay each month to reduce greenhouse gas emissions (e.g. choosing environmentally friendly products more often, home renovations to improve energy efficiency). Twenty-five percent of respondents indicated they would be willing to pay more than $100 per month, 19% would pay $26 - $50, 14% would pay $1-$25, 13% would not pay any more, and 12% would pay between $51-$100. Seventeen percent of respondents did not know or did not state an amount.

Respondents were asked what the Government of Alberta's top priorities should be in moving forward with an action plan on climate change. On average, the most important aspect was investing in clean energy, second was encouraging energy conservation, third was investing in carbon capture and storage, fourth was developing agriculture and forestry carbon sinks and fifth was negotiating sectoral agreements.

Respondents were also asked which elements they support of the Government of Alberta's *Albertans & Climate Change: A Plan for Action*. The following responses were provided:

- Generally support *Alberta's Plan for Action* because the plan is well thought out and in-line with measures set out by the Kyoto Accord.
- The plan encourages investment and promotion of the use of new technologies.
- More research is needed into the actual effects of emissions on the environment and this plan supports this research.
- The plan supports a reduction in the consumption of fossil fuels and the promotion of further research into carbon recycling / capture / sinks.

Respondents were asked if there were any elements they opposed from the *Albertans & Climate Change: A Plan for Action.* The following responses were provided:

- The process is taking too long - solutions are needed now.
- Cost of implementation will exceed the benefits.
- Yes, oppose areas of the plan. (Unspecified).
- Have not proven that CO2 causes global warming.
- Government needs to take a more positive and proactive role in the process.
- Problems are not being addressed adequately for the long-term.
- There is too much leniency towards industry.
- Oppose the idea of and reliance on agricultural carbon sinks.
- Opposed to emission trading systems.
- Available resources of energy are not used to their full potential
- Oppose the use of hydro-power.
- Do not support Alberta's Plan for Action because the plan doesn't go far enough to address real problems.

The following comments were provided as elements that were missing from the *Albertans & Climate Change: A Plan for Action*:

- Need clear and concise understanding of enforcement.
- Need a plan of action to wean Albertans from reliance on oil and gas income.
- The threat of removing ourselves from the rest of Canada

- A plan to regulate gas and oil industries.
- There is no detailed timeline.
- Funding for Research and Development in the form of fellowships.
- Ensuring companies pay to expand their greenhouse gas production.
- There is a lack of urgency in rolling out the plan.
- Lack of focus on informing the public.
- Plans to participate and cooperate with the Canadian Government.
- Need to develop solutions on a national as well as provincial level.

Additional comments provided by respondents regarding the *Albertans & Climate Change: A Plan for Action* were as follows:

- Need more research to determine if carbon sinks provide an adequate long-term solution.
- Need to provide incentives to industries or home owners to make changes.
- Need to keep a financial balance between the economy and the environment.
- Alberta should look into separation from the rest of Canada.
- Humans have nothing to do with global warming.

3.9 Unrelated Comments

Respondents provided a number of comments unrelated to the questions asked in the survey. Most frequently, comments focused both positively and negatively on the Kyoto Accord. Positive comments on Kyoto included:

- Action should be taken now to ratify the Kyoto Accord. This will ensure that future generations can live and breathe in a healthy environment.
- Support the ratification of the Kyoto Protocol.
- Timelines need to be brought more in line with those of the Kyoto protocol.

Negative comments on Kyoto included:

- The Alberta plan looks good. Kyoto must be revised if we are to compete with the United States.
- Kyoto is a dishonest program that is designed to fail and have negative repercussions on the economy.
- Canada will lose money if the Kyoto Plan is implemented.

Other areas not within the scope of the survey included comments on Alberta's GDP, the need for businesses to more decentralized across the country, salaries of elected officials, and the need for sewage treatment plants for livestock.

3.10 Respondent Characteristics

Seventy-five percent of respondents were male, 20% were female, and 5% did not provide an answer.

Eighty percent (80%) of respondents were under the age of 55 years of age (2% 18 and under, 10% 19-24, 25% 25-34, 22% 35-44 and 21% 45-54), while 15% were over 55 years of age (9% 55-64, 4% 65-74 and 2% 75 and over) and 5% did not state their age.

Ninety-five percent (95%) of respondents answered the questionnaire primarily as a private citizen, 1% as an interest group, 2% as a private company and 2% did not provide an answer.

October 16, 2002

Hon. Lorne Taylor
Minister of the Environment
Government of Alberta
#423,10800 - 97 Avenue
Edmonton, AB
T5K 2B6

Re: Stakeholder Consultations

Dear Minister Taylor,

I am pleased to submit to you Ipsos-Reid's final report on the stakeholder consultations we conducted on your behalf to gather feedback about Alberta's *Albertans & Climate Change: A Plan for Action Draft for Discussion*.

This report provides you with a synthesis and summary of the feedback received throughout the twelve stakeholder consultation sessions we conducted. In addition, we have included copies of the three written submissions we received.

I trust that this information will be useful in guiding Alberta's continued efforts with respect to climate change.

Sincerely,

Peter Weylie
Senior Research Manager
Ipsos-Reid

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Tel 403 237 0066 Fax 403 294 1535

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Background and Methodology

The Government of Alberta's *Albertans & Climate Change: A Plan for Action Draft for Discussion* outlines the province's proposed approach for achieving meaningful, long-term greenhouse gas (GHG) emission reductions. The action plan includes a proposed GHG emissions intensity target and outlines the actions the Alberta government proposes to take to address climate change. In order to obtain feedback on the *Plan for Action* from Albertans and targeted sector groups, the Alberta government decided to conduct consultations with key stakeholders and the public prior to finalizing and implementing the plan.

As part of the key stakeholder consultation component, Alberta Environment commissioned Ipsos-Reid to organize and facilitate a series of 12 stakeholder consultation sessions. The specific sectors or organizations consulted were determined by Alberta Environment and included two "cross-sectoral" sessions that were held to gather feedback from stakeholders who did not fit into any other sector or who were unable to attend their sector's designated session. Below is a list of sectors or organizations consulted as well as the date and location of their consultation session.

Sector/Organization	Date of Session	Location of Session
1. Canadian Association of Petroleum Producers (CAPP)	September 3	Calgary
2. Manufacturing Sector	September 9	Edmonton
3. Cross-Sectoral	September 11	Edmonton
4. Agriculture Sector	September 11	Edmonton
5. Board Members of the Clean Air Strategic Alliance (CASA) and Climate Change Central	September 13	Calgary
6. Buildings and Development Sector	September 16	Edmonton
7. Transportation Sector	September 16	Edmonton
8. Cross-Sectoral	September 18	Calgary
9. Energy Sector	September 18	Calgary
10. Renewable Energy Sector	September 24	Edmonton
11. Municipal Sector	September 25	Edmonton
12. Alberta Environmental Network (AEN)	September 25	Edmonton

Alberta Environment developed lists of individuals to invite to each session and invitations were sent out by Ipsos-Reid and Alberta Environment. Ipsos-Reid made follow-up phone calls to invitees and confirmed attendance for each session.

Each session lasted approximately two hours (with the exception of the CASA/C3 session which lasted three hours and the AEN session which lasted two and one-half hours). Most sessions began with a 20-minute presentation of Alberta's action plan by the Assistant Deputy Minister of Strategic Directions with Alberta Environment, followed by a 15-minute question and answer session. In the remaining time, Ipsos-Reid facilitated a group discussion to obtain feedback from stakeholders about Alberta's *Plan for Action*.

Every session was unique, and not all questions or topics could be covered in every session. However, the following is a list of the main topics that were discussed during the group discussion part of the consultation sessions:

- Stakeholders' overall opinion about the Alberta government's action plan for climate change. Including stakeholders' assessment of the best and worst elements of the plan.
- Their impression of whether the target is too aggressive, about right or not aggressive enough.
- Stakeholders' suggestions for developing sectoral agreements and how they see their sector fitting into the action plan and the role they think they can play.
- The role government can play in helping to reduce greenhouse gas emissions including investment in new technology and emissions trading.
- Which energy conservation technologies make the most sense for Alberta.
- Advice stakeholders would give the Alberta government on how to proceed on this issue.

In addition to the stakeholder sessions, three written submissions were made to Ipsos-Reid. Two were submitted by The Pembina Institute and the third was received from Computare. All three submissions are contained in the appendices of this report.

Introduction

This report synthesizes the overall feedback received during the twelve consultation sessions. Given the broad nature of the consultation, this report focusses on general themes and key points of agreement and disagreement across all stakeholder sessions. It does not highlight what was said in any individual session.

In all sessions, there was a high degree of interest and engagement on the issue. Stakeholders were by and large very informed on the issue and came prepared to discuss the specifics of Alberta's *Plan for Action*. This allowed for an in-depth discussion of the issues and a great amount of feedback was provided.

The feedback can be classified into four broad areas and as a result, this report is divided into the following four sections:

1. Emissions Intensity Target
2. Sectoral Agreements
3. Role of Government
4. Role of the Public

Overall, reaction to the action plan is generally positive among most stakeholders. The notable exception to this rule is the Albertan Environmental Network (AEN) and some members of CASA. The key underpinnings of the opinions of supporters and opponents are summarized below.

Strong industry sector supporters of Alberta's action plan say that the Alberta government is being proactive in addressing the issue of climate change and in developing an alternative to the federal government's plan. They see this plan as being much more appropriate for Alberta's growing economy. They say it is more equitable for business than Kyoto and represents a good balance between allowing them to grow their businesses but also addressing climate change.

In addition, while industry stakeholders are concerned that Kyoto will "export" the problem, they say that Alberta's plan will not put companies in the position of having to build plants that emit greenhouse gases (GHGs) in "non-Kyoto" countries (those without targets) in order to meet Canada's targets.

On the other hand, environmental stakeholders say the Alberta government should ratify Kyoto because the risks of climate change are very big and therefore there is a need for more aggressive action than what they feel is outlined in Alberta's plan. They say that the Kyoto target is achievable and fiscally responsible. They say the concerns over the fair distribution of economic costs is really a question of devising appropriate burden sharing and compensation policies and are not reasons for opposing the Kyoto Protocol.

These stakeholders are also concerned that the Alberta plan is not part of an internationally binding framework and that because of this, the Alberta government is free to revise its target downwards. Finally, they say climate change is a global problem and as a result, requires a larger, global framework such as Kyoto. They say that it is only by making an international commitment and being bound by it that Alberta, and Canada more generally, will seriously address the issue of climate change.

Regardless of whether they support or oppose Alberta's plan, the majority of stakeholders agree that Alberta's plan requires more detail, especially about things such as sectoral agreements, emissions trading, investment in technology, sinks, and the expected cost of implementing the plan. Most notably however, stakeholders point to the important role consumers will need to play in helping to reduce greenhouse gases and would like to see more detail on this in the plan. Further, environmental stakeholders as well as some industry stakeholders would like to see more priority given to renewable energy sources in Alberta's plan.

While they understand that the plan is currently in draft form, they say that to develop fully formed opinions on all aspects of the plan they will need more information about the government's intentions and the implications. They suggest providing more tangible, quantitative examples of what the government expects the impact will be.

Emissions Intensity Target

Appropriateness of an Intensity-Based Target

Most industry stakeholders agree with using an intensity-based target as opposed to an absolute target. In their opinions, an intensity target is better suited to accommodate economic growth, and is a more certain target to aim for because, unlike absolute targets, the level of GHG reduction required does not change over time.

The majority of industry stakeholders say that in the long run, improving emissions intensity is the only way to reduce overall emissions without shutting down or scaling back production. In addition, because the intensity approach in Alberta's plan is grounded in technological improvements, many stakeholders feel this will create a virtuous cycle by feeding future technology, and resulting in ever-increasing improvements in emissions intensity. Therefore, this kind of target will have a more meaningful impact on reducing worldwide emissions of GHGs than absolute targets. Furthermore, they say that some industries, such as the electricity industry, are already working with intensity targets so they are already familiar with them.

In contrast, environmental stakeholders who oppose an intensity target say that not enough emissions will be reduced with this type of target. They say that with an intensity target, the absolute level of GHGs in the atmosphere will not be reduced, and without reducing the absolute levels of GHGs, the problem of climate change is not being properly addressed.

Under an intensity target, environmental stakeholders say that absolute levels of GHG emissions may still rise if economic growth outpaces improvements in emissions intensity. Therefore, in their opinion, intensity targets are related primarily to economic goals and have little do to with environmental goals. Environmental stakeholders also disagree that absolute targets are less certain than intensity targets because, with intensity targets, there are two factors that enter into the equation (the volume of emissions in the numerator and the GDP in the denominator), whereas with absolute targets there is only one factor to consider (the volume of emissions). Environmental stakeholders who oppose using intensity targets say they would like to see an emission intensity target converted into an absolute target as well. They say that measuring the absolute effect of meeting the

target is the only way to know whether it has been successful at changing behaviour beyond "business as usual."

Another perceived drawback of an intensity approach is that it may be difficult for citizens to understand. Both environmental and industry stakeholders say the 50% reduction in emissions intensity target is hard to understand. Furthermore, stakeholders suggest that the government clearly communicate the implications of the plan to Alberta in terms that are relevant to individuals.

Aggressiveness of the Target

Stakeholder opinions about the aggressiveness of Alberta's target of a 50% reduction in GHG emissions by 2020 are varied.

Most industry stakeholders ground their opinions in their perception of what efficiency gains were realized in the past. Those who say that the target is too aggressive say that efficiency gains come in waves. While there may be many efficiency gains in a given ten year period, that does not mean that these gains can be repeated in the following decade. In particular stakeholders say that an industry that has recently upgraded it's capital stock may have achieved a large efficiency gain compared with its previous operations but will not achieve much more until the life of that capital has been exhausted and the company replaces it.

Meanwhile, environmental stakeholders and a minority of industry stakeholders say that the target is not aggressive enough and believe that the efficiency gains would be no more than "business as usual". Still others view the target as inadequate because, given the projected growth of the economy, a 50% reduction in emissions intensity will still mean an increase in absolute emissions.

Further, those industry stakeholders who think the target is about right say that it is a reasonable "stretch" beyond business as usual. They say that normal growth in efficiency would be in the 30% range and so going to 50% is a challenge but they believe that it is a reasonable reduction for the Alberta government to ask of industry.

In terms of timing, a majority of industry stakeholders support the long-term approach under consideration and feel that this type of vision is necessary when trying to address climate change. Sectors with long-lived capital investments (such as manufacturing) say that addressing the problem of GHG emissions will require

substantial re-tooling of their plants. This capital stock turnover will take many years to complete and, therefore, the 2020 time frame is more appropriate. Those with opposite viewpoints, primarily environmental stakeholders, say the target is too long-term and does not reduce GHG emissions quickly enough.

Some industry stakeholders dislike how the targets for Kyoto have changed over time because the amount of GHG emissions required to be reduced keeps increasing. Therefore, they want reassurance that the target in Aiberta's plan of 50% intensity reduction by the year 2020 will not change. On the other hand, environmental stakeholders are concerned that the Alberta government will use the long time frame to relax the target if industries do not seem to be able to meet it.

Most industry stakeholders say that the plan's target of 50% reduction of emissions intensity will be a difficult one for some sectors to achieve (most notably agriculture and transportation). Others point out that it may not be possible for some sectors to achieve the 50% reduction target without shutting down production. This is especially true in industries where there is already a great deal of competition and very low profit margins (such as trucking). Therefore, a majority of industry stakeholders support implementing the target as an average, but not on a per sector basis.

Most industry stakeholders say that the Alberta government should give credit to companies who have already achieved reductions in emissions intensity. They also say that the government should clarify that the 50% target begins with a 1990 baseline measurement. Finally, a minority of industry stakeholders also feel that the sectors that contribute more to the problem should be responsible for larger targets.

The plan's target of 50% reduction of emissions intensity by the year 2020 leaves the majority of stakeholders asking for more information. Firstly, they would like to know how the target was calculated (and what the assumptions were that went into the calculations). Some environmental stakeholders are openly sceptical of the economic analysis used in the development of the target. Secondly, they would like more detail on how intensity reductions will be measured. Thirdly, they would like to have more information about the projections for business as usual based on current initiatives and how much farther the Alberta plan will go.

Interim Targets, Measurement and Costs

Environmental stakeholders and some industry stakeholders suggest that there needs to be interim targets as "sign posts" along the way to the overall target. Given the almost 20-year time horizon, they say that it is important to monitor the progress of improving emissions intensity. To help ensure that the target is met and to assess progress along the way, they suggest developing a system of measurement and to set out specific criteria that clearly communicates what Alberta defines as success.

Industry stakeholders also want to know how the costs of implementing this plan compare to the costs of implementing Kyoto. Industry stakeholders also want to better understand the plan's implications for their business and the overall effect on GDP. They say this cost-benefit analysis needs to be put in front of the people for them to evaluate. In addition, they would like to know where climate change ranks vis-à-vis other government priorities.

Gasses Targeted and Emissions Trading

Many industry stakeholders and most environmental stakeholders feel that the Alberta government should take a broader approach to emissions in its action plan. They say the target should be expanded to cover other pollutants as well so that when implemented, it will result in an overall improvement in air quality.

A majority of industry stakeholders are pleased that the Alberta plan provides for emissions trading only on the margins. They like the Alberta government's philosophy to use emissions trading only to make adjustments as opposed to being a central part of meeting the target. Stakeholders say that this will result in more real reductions instead of simply "trading the problem away."

Sectoral Agreements

The vast majority of stakeholders say that sectoral agreements can be a very effective way of addressing the problem of climate change. Stakeholders point out that some industries (including the electricity and aluminium industries) have existing sectoral agreements with governments and are making real progress. Similarly, some companies have set international goals and are achieving them (e.g., BP, Shell).

Fairness

Industry stakeholders have many recommendations with respect to negotiating sectoral agreements. They say that the process needs to be open and transparent to ensure that there is a level playing field and parity between sectors. Sectors also need to understand the reasons for differences between sectoral contributions and what calculations are made to determine each sector's target.

Some industry stakeholders would like to know who the biggest industry emitters are and feel that these industries should be the priority in sectoral agreements. However, while the specifics may vary from one sector to the other, stakeholders stress that there needs to be a set of universal guidelines that all sectors are expected to follow.

Defining Sectors

Most industry stakeholders are concerned with how sectors will be defined, especially when it comes to companies whose business overlaps into several different industries (i.e., a manufacturer with a large fleet of trucks could be in either the manufacturing or the transportation sector). In these cases, there is a concern regarding which sectoral agreement companies will be accountable for.

To help account for some companies' natural overlapping of sectors, some stakeholders suggest that different components of a company's business be accountable to different sectoral agreements.

Regulatory Backstop and Enforcement

There is near universal agreement among all stakeholders of the importance of regulation. They say that it is important to have a regulatory backstop to enforce the sectoral agreements. This will help ensure compliance, prevent free-ridership and create a level playing field for all companies. They say that ensuring sectors will take action will require the use of penalties so that the government is able to send economic signals to companies about how they should behave. However, they question whether the government plans to introduce guidelines and restrictions as well as what the enforcement mechanism will be and how the government plans to implement it.

Stakeholders would like more information about what the regulatory backstop will look like and they say the government needs to undertake detailed analysis of each sector before negotiating with them.

A majority of industry stakeholders also say that responsibility needs to be allocated to individual companies, and stress the importance of clearly setting out the monitoring regime and the consequences of non-compliance. Some suggest looking at the Dutch experience to develop a framework for mandatory regulatory backstops.

Negotiation and Flexibility

Industry stakeholders strongly support using negotiated sectoral agreements to achieve the targets but they would like more details on how the sectoral agreements will be negotiated. They also want to know how existing agreements will fit with new agreements.

Stakeholders say that in-depth discussion will be required for such negotiations and that sectors should define themselves and decide who should be at the negotiating table. However, many industry stakeholders say that a sectoral framework may create winners and losers within sectors and therefore negotiations should occur on a finer scale, such as on a company basis. Some say that it might be unfair for industry sectors to speak on behalf of individual companies and stress that to be most effective, there needs to be company-level commitment to reductions.

They say that for small sectors, negotiations will be relatively simple as individual companies can be brought to the bargaining table. In fact, industry stakeholders say

they would prefer this level of involvement where appropriate, rather than being classified within a larger industry sector. Stakeholders also suggest that it would be helpful if the Alberta government finalized agreements with one or two industry sectors and used those as examples or templates for negotiations with other sectors.

A few stakeholders express some concern that if an organization is not represented in the negotiations, then they will have no choice but to accept the agreement other organizations have made. To this end, stakeholders suggest a thorough search of appropriate participants will need to be undertaken.

Further, some industry stakeholders say that a sectoral approach allows for flexibility and can take into account the different time frame sectors have for capital stock turnover. They say that agreements also need to be flexible enough to adapt to the market circumstances of different industries.

Jurisdictional Issues

While they support the specifics of the Alberta plan, industry stakeholders are concerned about having to respond to two separate policies—Alberta's and the federal government's. Many of these stakeholders would like to see Alberta's plan adopted as the national plan but in the event that it is not, they want the Alberta government to ensure that there is no duplication of efforts. More specifically, they are concerned about overlapping regulatory requirements, structures and obligations for companies operating in multiple jurisdictions. While they recognize that the province has a right to set its own standards, they want both the provincial and federal governments to understand that it is burdensome for companies if they have to respond to two different systems.

Industry stakeholders also say it will be necessary for the Alberta government to work with other provinces, not just the federal government, to ensure there are similar sectoral agreements across different jurisdictions.

Credit and Liability

As mentioned, industry stakeholders suggest that sectoral agreements be made on a company level. They say that company agreements with sectoral targets will ensure greater accountability and more clarity about what each company's responsibility is. Stakeholders say that it is important that there is a clear definition of ownership and

responsibility for emissions and credits. This is especially important for intermediate goods. A clear definition will ensure that emissions and credits are not double counted and that the appropriate company is getting the emissions credit.

The most tangible example stakeholders gave of this was that if more roads are built out of concrete, this will result in greater fuel efficiency for cars but a big increase in production (and therefore greater emissions) for the concrete industry. On the whole emissions will be reduced but depending on how ownership is assigned, the company producing the concrete may be penalised with the extra emissions and not receive any of the credit. Another example of uncertain ownership of credit and liability is whether emissions from buildings are the responsibility of the lessee or the lessor?

Rewarding Past Performance

A large majority of industry stakeholders say that agreements need to take into account the sector's growth over the last number of years and the maturity of the technology currently being used. Both of these factors may impact the sector's ability to realize future efficiency gains. Furthermore, as mentioned in relation to the aggressiveness of Alberta's intensity target, stakeholders say that efficiency gains come in waves and so if an industry has recently achieved large gains it is not reasonable to expect that they will be able to do so again in the near future.

Incentives

Industry stakeholders see incentives as an important part of convincing companies to go beyond "business as usual." They say that ensuring sectors will take action will require the use of incentives so that the government is able to send economic signals to companies about their preferred emission reduction actions.

Furthermore, industry stakeholders say that some industry initiatives are maximized given current budgetary funding. Any further improvements will definitely require increased monies and stakeholders would like to know the level of financial commitment the government will bring to the table in their sector's negotiations.

Role for Government

Stakeholders see a variety of roles for government to play in helping to support investment and encouraging emission reduction.

Investment in Technology

All stakeholders, but particularly those from industry sectors, are extremely positive about the emphasis on technology and many say this is the best part of the plan. They feel that investing in new technology is a crucial part of the success of addressing climate change. Industry stakeholders see the importance of both long-term and short-term investments. In the short term, the aim would be more about improving the efficiency of the processes that are already developed, while in the long term, the aim would be to develop radical change technologies, such as developing new processes, etc.

Some stakeholders say that continued government support for the Clean Power Coalition, The Alberta Research Council, other research programs and a trained work force will have more long-term benefits than immediate financial incentives to individual companies.

1. Industry Incentives

While the focus of technology development in Alberta's plan is supported by industry and environmental stakeholders, they would like to know the total aggregated funding on an annual basis the government is willing to spend and a breakdown of how this funding will be distributed.

Most industry stakeholders say that the Alberta government can help support investment in GHG reduction by offering incentives that help contribute to a company's bottom line such as tax credits, deferral of costs, or other financial incentives to increase research and development (R&D). They further caution that technological change will need to be backed by a long-term trust and well-managed budget and recommend that government provide incentives to invite private funding of technology development to reduce the burden put on public funding.

Further, industry stakeholders say that technology incentives from the Alberta government will encourage companies who have already met emission reduction

targets to continue making technological improvements, which in turn will benefit the environment.

2. Choosing Technology to Invest In

Industry stakeholders say that the Alberta government has always been a strong supporter of R&D and is already working on many initiatives. To improve on what is already being done, many stakeholders say the government needs to establish incentives that will make companies invest in technology. But, they say the government should not mandate or support specific technologies, instead they should provide the climate (for example less bureaucracy) and the funding (for example tax credits) and then let industry decide what technology works best. Once the technology is developed, they see a role for the government in helping to encourage rapid uptake of it.

3. Technologies Beyond GHG Reduction

Stakeholders recommend that technology efforts not just be focussed on emissions reduction technology. They point out that there are other technologies that have nothing to do with emissions but that have been implemented and have been very effective at reducing emissions. The most obvious example is the use of GPS to map out the most efficient routes taken by mining trucks. Stakeholders, especially environmental stakeholders, also say that the government can support emission reductions by directly investing in the renewable energy sector. At the industry level for example, government could provide funding for increasing the number of wind turbines in operation.

4. Duplication of R&D Efforts

Industry stakeholders stress that the government should not duplicate efforts when it comes to investing in technologies that already receive a lot of funding in other jurisdictions. In particular, they say that fuel cells and coal bed methane projects already receive a lot of funding in the US. They also say that some technology already exists that Alberta does not yet have access to. To this end, they say that a thorough investigation of current technology is needed so that money is not wasted on duplicated efforts.

Setting an Example

When thinking of ways that the Alberta government can encourage industries to reduce GHG emissions, stakeholders say the government should continue to lead by example. One way the government could show continued leadership is by leasing vehicles that are more fuel efficient, and by conserving energy in their own buildings and facilities. Stakeholders suggest the Alberta government promote their conservation efforts by advertising its own successes and initiatives since 1990.

Streamlining Regulatory Regime

While the majority of stakeholders stress the importance of government funding, they also say that the administration of the programs needs to be appropriate so that investments are timed correctly and are making the biggest impact. To this end, it will be necessary to reduce the administrative burden around developing new technologies.

Industry stakeholders stress that Alberta needs to avoid cross-departmental administration that is not co-ordinated. This is burdensome and slows down investment. For this reason, it will be important to have relevant ministries involved in sectoral agreements so that the lines of communication for commitments and deliverables are understood and agreed upon by everyone.

Emissions Trading

The idea of emissions trading in the plan is appealing to industry stakeholders. They point to the example of British Petroleum's (BP's) in-house trading system as a good working example of how emissions trading can be successful. Stakeholders prefer the approach to emissions trading "on the margins" in Alberta's plan as opposed to the federal plan's perceived heavy reliance on trading. They say they support the concept of emissions trading as a supplement to technological change.

Many stakeholders say emissions trading should be allowed in some industries where technology reaches limits, but that there should be an upper limit on the number of credits that may be purchased. They suggest using emissions trading to raise funds for investment in R&D and emissions permits.

1. Setting Up a Viable Market

Industry stakeholders say that offsets are inevitable. Some stakeholders feel a "fence" could be put around the province for trading purposes, and at the very least would like to keep their business in Canada. On the other hand, others feel that trading should reach into other jurisdictions as climate change is a global issue and they are concerned about the availability of trading partners for Alberta-based companies and, therefore, state the need for other provinces to partake in Alberta's plan.

Stakeholders from industry sectors want to know what the terms, conditions and legal ramifications will be in the proposed trading system. Stakeholders say that the market for offset trading will take a long time to establish, and that in the meantime, other processes should be in place, such as incentive programs.

2. Integrating With Other Systems

Most stakeholders want more detail about the specifics of how emissions trading will work. They stress that it is important that any system that is developed is integrated into the national or international framework. Having an integrated national and international framework is vital given the geographic diversity of their operations. Stakeholders would like to have a rating system for credits that are available so they know how the credits were created (i.e., which ones represent real reductions in GHG emissions instead of 'hot air'). They also suggest there should be a common currency of credits across jurisdictions.

Role of the Public

There is near consensus among stakeholders that the role of consumers is under-developed in Alberta's plan. Many say that it is easy to tackle industry but the biggest gains will be achieved by better consumer choices. This was the most consistently identified weakness of Alberta's action plan. Ultimately, stakeholders say that to have a true impact, it needs to go beyond programs and incentives. The lifestyle choices Canadians make must change. Some stakeholders bluntly remind us that that industry is simply fulfilling the demand that exists. This suggests that a "consumer-up" approach may be as valid as an "industry-down" approach.

Changing Public Behaviour

There are three main themes that stakeholders (both industry and environmental) mention when talking about how to go about changing public behaviour: incentives, communication, and education.

- Stakeholders suggest introducing incentives and penalties to encourage more energy-efficient choices so citizens can factor the impact on the environment into their decision-making. They say this might include financial incentives such as subsidies for green power or new taxes on less fuel-efficient vehicles or inefficient houses.

- Stakeholders say the government needs to communicate more with Albertans about what will be required of them under the Alberta plan. Many stakeholders say that the Alberta government owes citizens an articulation of the real implications of Kyoto as well as the Alberta plan. Stakeholders feel that currently, the citizens of Alberta do not grasp the whole concept of either plan and, given that it is important to have consumers' acceptance of the plan, these messages need to get out right away. While they recognize that this will be politically difficult, they say Albertans need to have a good understanding of what it takes before they can agree to any plan.

- Stakeholders say that education is the key to a long-term and sustainable reduction in GHG emissions. They recognize that people are not always influenced by cost savings, and therefore, to be successful you have to make low-emission lifestyles the more desirable and socially acceptable lifestyle. They say that this is a long-term project whose aim should be to create new societal values of energy conservation and will involve rewriting the rules of social acceptance. Stakeholders recommend looking at successes from the

past to see how to go about changing peoples' behaviour. For example, the success of recycling in the 1980s.

More specifically, some suggest that a broad public education program is needed. This program needs to involve early education of children in primary and elementary school as well as awareness programs aimed at targeting consumers. It might also include making how-to information services available for energy conservation and reducing emissions, creating policies regarding the efficiency standards of appliances, lighting, etc., and funding infrastructure for alternative transportation. Some also suggest expanding Natural Resources Canada's "EnerGuide" program to a wider variety of products, providing energy intensity ratings for water conservation activities, or the use of local champions to communicate ideas locally. Stakeholders suggest that, with this type of available information, consumers will be able to make more educated decisions.

Make the Issue Real to Consumers

Stakeholders stress that consumers need to be made aware that ultimately most of the GHG problem comes from consumers. They say that consumers are very confused about Kyoto and it will be necessary to clearly demonstrate the differences between Kyoto and Alberta's plan. In addition, both industry and environmental stakeholders say that the Alberta government needs to more clearly lay out the steps that consumers will have to take to reduce GHG emissions and how the government plans to achieve the shift in behaviour that is required. Stakeholders would also like to see more information about what will be achieved by sectoral agreements versus reducing consumption.

Beyond the plan, stakeholders say that it is difficult for consumers to see how they fit into the big picture. The economic analysis used to describe the impact of climate change action deals with very large numbers that individual consumers have a difficult time relating to. They say this discourse needs to be moved to a more personal level highlighting the impact each person makes, the effects of their individual efforts to reduce emissions, and the cost to them personally of engaging in this behaviour. Finally it is also important to tell Albertans what is in it for them and how they will benefit. Once this is laid out for Albertans, they will be more likely to take action because they will understand what their role is and consequently it will be easier to engage them in "bigger picture" discussions.

Energy Conservation

With respect to energy conservation, industry stakeholders caution that much of the "low hanging fruit" has already been picked. In general, they say energy efficiency should be focussed on the design, construction and operation of residential and commercial buildings. This may mean introducing minimum building requirements for energy efficiency as well as installing low-energy lights. In addition to regulation, they suggest offering incentives to consumers because, in some cases, the time frame for the return on making energy-efficient investments (i.e., more efficient windows, furnace, etc.) is too long and consequently consumers do not make the most energy-efficient (and economically-efficient in the long run) choices.

Other suggestions for new policies to encourage energy efficiency include: a surcharge or additional tax on vehicles that do not meet minimum fuel efficiency requirements; lowering the speed limit; mandatory vehicle emissions testing; better transportation planning; better building construction; reducing idling; and, promotion of concrete roadways.

Developing a National Plan

There is some concern that Alberta is pursuing an isolationist approach. Both industry and environmental stakeholders stress that the government needs to make sure the efforts go beyond just Alberta. They want to remind Alberta that this is a national and international issue and so it will be important to market the Alberta plan correctly so that others can see the value in the plan and adopt it more broadly. The majority of both industry and environmental stakeholders suggest a North American approach to the problem might be most effective. This is because many companies have operations in many jurisdictions around the continent (and the world) and so an Alberta-only approach, or even a Canada-only approach, might be cumbersome for companies to implement.

There is also concern about the confrontation unfolding between Alberta and the federal government. Stakeholders do not want this to overshadow the work that needs to be done on this file and they want the two levels of government to find a way to cooperate. To do this, they suggest looking at the similarities instead of the differences between the plans and find some common ground. Some suggest that the Alberta plan should be a starting point for a new national plan.

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